



One-Stop Career Center Branding Workgroup

California Workforce Investment Board
May 19, 2010



Background

June 2009

System branding presentation to the State Board. Board agrees to move forward.

July 2009

Branding workgroup convenes and meets regularly to develop a recommendation for a common identifier.

November 2009

One-Stop Career Center recognition surveys to employers and general public.

January 2010

Survey results presented to Workgroup.



Survey Results



Employer Survey

- ❑ **81.5%** do not know the name of any public center that provides businesses with employment related services at no cost in their area.
- ❑ **76%** do not know that local One-Stop Career Centers provide employment related services to employers.
- ❑ **63%** expressed interest in obtaining employment related services from local One-Stop Career Centers.



General Public Survey

- **75%** do not know the name of any public center that provides employment assistance at no cost in their area.
- **72%** do not recognize the names of their local One-Stop offices in their county (in L.A. County, **92%** do not recognize their local One-Stop office names)
- **95%** do not recognize five randomly used names of local offices within 50 miles of their residence.



Focus Group Opportunity

- ❑ Asked what names would be preferred to identify the state's public employment center
- ❑ Tested current names and one hybrid name
- ❑ Top seven names:

■ California Career and Business Center	31.9%
■ Employment Resource Center	28.5%
■ Job Connection	13.5%
■ Job Link	10.5%
■ One Stop Career Center	6.9%
■ Workforce Connection	6.3%
■ Worksource Center	4.3%



Bridge the Gap

- ❑ Greater demand for employment related services
- ❑ Multiple statewide initiatives directing customers to local One-Stop offices for employment related services
- ❑ Approximately 62 different names are used statewide to identify local One-Stop Career Centers
- ❑ Majority of the employer community and general population are not aware or familiar with the names of their local One-Stop Career Centers
- ❑ California businesses and residents can be challenged in finding and connecting with One-Stop services



Recommendation

1. The State Board identify the Issues and Policies Committee as the lead entity for hearing recommendations from the multi-agency/partner One-Stop Career Center Branding Workgroup and work with them to accomplish:
 - Identification of a common tool that can be used to create name recognition.
 - Development of an implementation framework for the use of the tool.
 - Research potential development of a dedicated Web site for employers and job-seekers.
 - Development of criteria, policy, implementation, and oversight of the common identifying tool.



Recommendation

2. The California Workforce Investment Board will charge staff to:

- Label the existing link to the interactive map of the One-Stop Career Center listing on the CWIB Web site more clearly for easier recognition by employers and job-seekers.
- Advertise One-Stop Career Center employer related services and locations to employer organizations.



Next Steps

- ☐ Task the Issues and Policies Committee with developing a common identifier and a plan for implementation
- ☐ Secure administrative funding to support local investment in the new common identifier
- ☐ Develop a statewide public education campaign to help promote the services available through the system, with emphasis on employer outreach



Workgroup Members

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□ Linda Rogaski	California Workforce Association
□ Victoria Sanchez	Santa Barbara WIB
□ Ray McDonald	Santa Barbara WIB
□ Cheryl Moore	Ventura County WIB
□ Theresa Salazar Vital	Ventura County WIB
□ Bryan Rogers	Pacific Gateway
□ John Solis	San Joaquin County WIB
□ Loree Levy	EDD, Public Affairs Branch
□ Dennis Petrie	EDD, Workforce Services Branch
□ Patricia Rey	EDD, Workforce Services Branch
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